



Marketing Automation by
Design

Our services

We combine our expertise, creativities and experience on top of the data to help clients develop & scale their marketing capabilities in real time interactions with their customers through our Automation by Design framework to improve customer personalized engagement at scale and best aligning to organization and process.

Marketing Strategy

- Loyalty and engagement program design
- Engagement program measurement
- Engagement program optimization
- Ideation & Analytics
- Data management
- Data enhancement and partnerships

Technology

- Independent advisors of suitable marketing technology
- Implementation specialists of all major marketing software technology
- Evaluate the current marketing technology capabilities and recommend the improvement together with the solutions



Campaign Management

- Campaign design and development
- Campaign process management
- Campaign execution and channel management

Our Global Centers of Excellence



SYD

- Database Development
- Business Analysis
- Project Management
- Account Management
- Client Operations and Support
- Analytics and Segmentation
- Reporting
- Campaign Consultancy

MELB

- Account Management
- Business Development

AKL

- Account Management
- Business Development
- Campaign Consultancy & Development

TH

- Campaign Operations & Development
- Strategy & Analytics
- Business Analysis
- Multi-channel Execution
- Reporting
- Creative Design

NJ

- System Admin
- Campaign Monitoring
- Data Load & System Maintenance
- DBA Services
- Multi Time Zone Management & 24/7 support
- Campaign Consultancy & Development

SG

- Project Management
- Account Management
- Campaign Operations and Support
- Campaign Consultancy & Development

HK

- Account Management
- Business Development

US

- Account Management
- Business Development
- Campaign Operations & Development

Mexico

- Operation support
- Campaign Development

Industry Experience

Banking & Financial Services



Insurance



Retail



Others



Telecommunications



What Make Digital Alchemy Unique?

Diverse Experiences

Over 20 years of Martech solution service providing business, we have done the work in various industries such as BFS, Fintech, Retail, Telco, Insurance, Hospitality, Airline, Entertainment, and etc.

Expert Resources

With over 250 who are expert in

- Marketing Data/Strategy
- MarTech Implementation/ Remediation
- Campaign Operations

Flexible & Cost Effective

Our operation hub is in BKK with tons of well trained & certified resources of all major technologies who are our partner e.g.

"Automation by Design" (Marketing)

Deliver business strategy through automation at scale by optimising data, technology and process to drive customer centric outcomes.

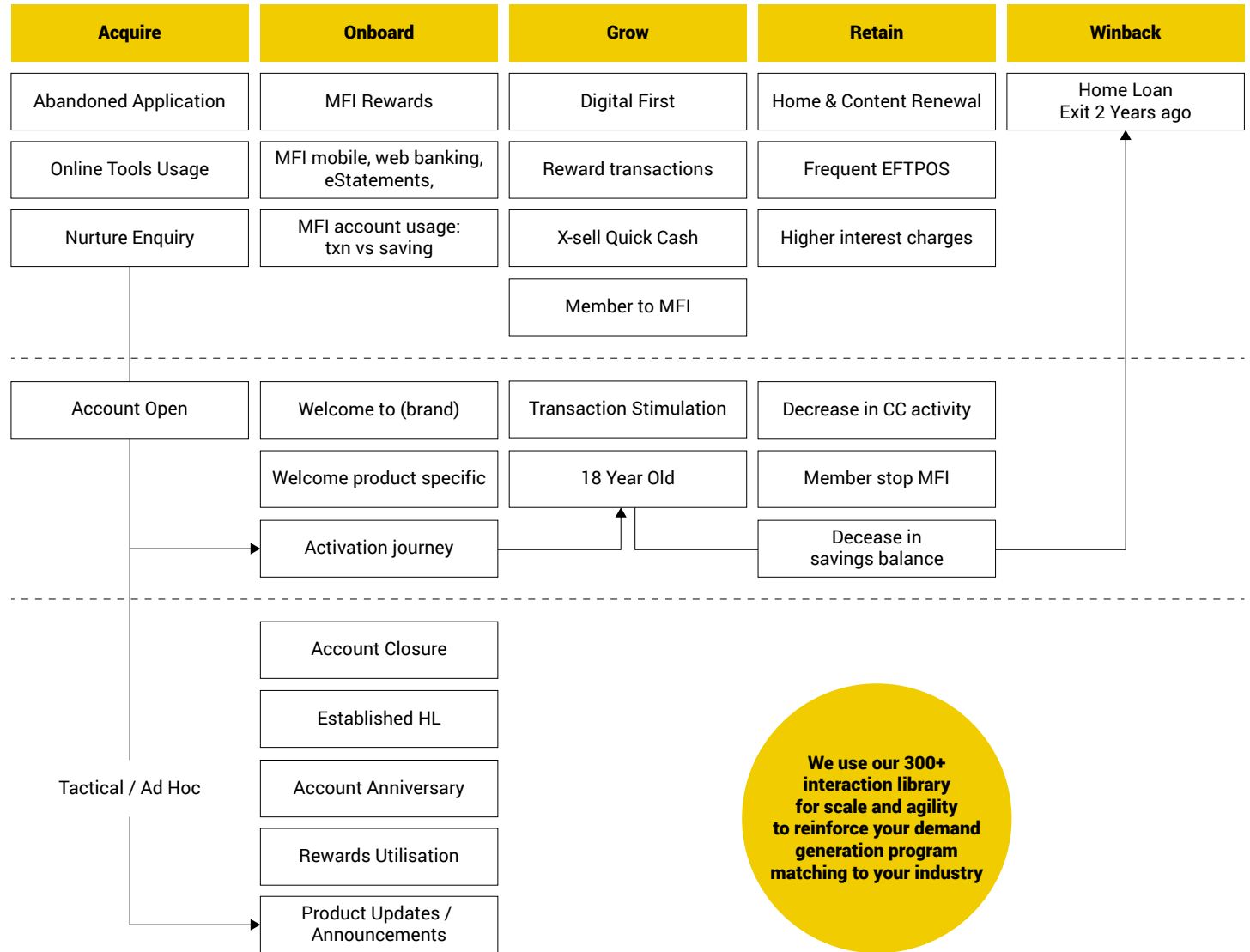
Independent Advisor

Main focus on our clients' needs and provide the consultation together with services to ensure the success.

Industry specific interaction libraries enable rapid build

Generating demand from existing customer bases will require more granular targeting and more timely execution

Banking/FS Interaction Library (subset extract from full library)



We use our 300+ interaction library for scale and agility to reinforce your demand generation program matching to your industry

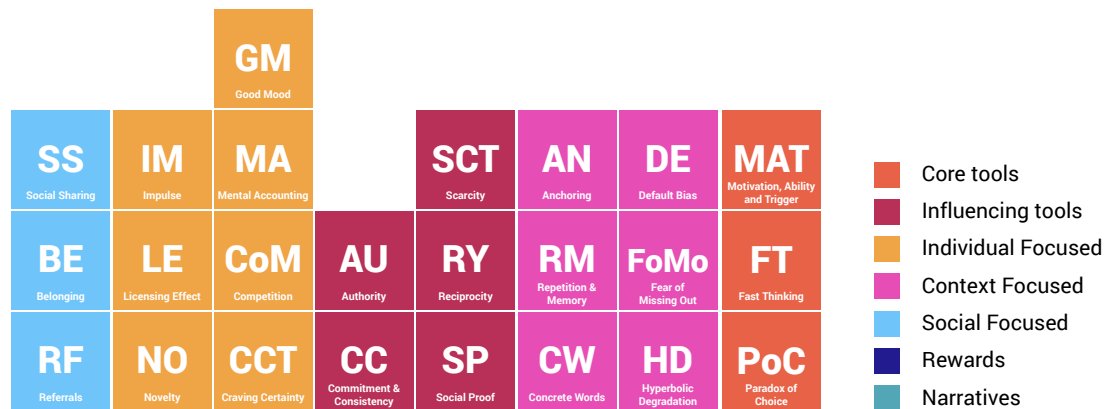
Behavioural Tools Framework

Using Behavioural Tools framework to create tailored communication connects with customers and optimizes likely response by creating psychological bridges between the communication and the customer.

56 Tools

Category	Description
Core Tools	Six powerful behavioural tools which should always be considered
Influencing Tools	Six key principles for influencing members in both the real and online world. Most campaigns need at least one tool
Individual Focused	Tools which appeal to a person's desires, emotions or cognitive bias. The more you know about a member the more you will be able to use these tools
Context Focused	Tools are useful in specific situations, the more you know about the time, place and situation the message arrives, the more you will know which of these tools works best
Social Focused	Tools reflect how a person relates to others and their social networks, these tools use the power of a person's social connections to support their decisioning making
Rewards	Tools used to apply incentives in the most effective way
Narrative	Tools which use the power of storytelling to gain the attention and connect to members

Creating different messages easily through the use of Behavioural Tool Framework



Extracted version of Behavioral Tools Table

Marketing Automation “by Design”

Implementing a Marketing Automation Platform is the easy part, but Aligning to organisation and processes is more difficult



Here are some critical questions to ask;

- 1 Is all the data required to build campaigns delivered to your MA platform by fully automated processes?
- 2 Can you transform an idea to a campaign in less than 5 days consistently and easily?
- 3 Is content and offer selection based on customer segment or individual customer attributes?
- 4 How many automated, always on campaigns do you have that run daily as a minimum?
- 5 How do you decide which campaign a customer receives when they are eligible for two campaigns at the same time?
- 6 How often are campaigns refined based learnings from previous executions?

Contact us



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